GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:3967
ANSWERED ON:17.05.2006
DEROGATORY DEPICTION OF HINDU DEITIES
Singh Shri Rakesh

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

(a) whether the Union Government is aware of the alleged use of pictures of Hindu deities by a wine company in Athens (Unan) in their advertisements;

(b) If so, the details thereof; and

(c) the action taken by the Government in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS (SHRI ANAND SHARMA)

(a) Yes, Sir.

(b) & (c) The poster was prepared by the manufacturer of Southern Comfort Whisky in the USA and displayed in a bar in Athens. Our Embassy in Greece had taken up this issue with the establishment concerned. The owner as well as the manufacturer of the product has withdrawn the poster. The manufacturer has also publicly apologized for bringing out the poster.